```sql
--Q1. What is the total revenue generated by male vs. female customers?
select gender, SUM(purchase_amount) as revenue
from customer
group by gender
```

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	gender text	revenue numeric
1	Female	75191
2	Male	157890

```sql
--Q2. Which customers used a discount but still spent more than the average purchase amount?
select customer_id, purchase_amount
from customer
where discount_applied = 'Yes' and purchase_amount >= (select AVG(purchase_amount) from customer)
```

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	customer_id bigint	purchase_amount bigint
1	2	64
2	3	73
3	4	90
4	7	85
5	9	97
6	12	68
7	13	72
8	16	81
9	20	90

```sql
-- Q3. Which are the top 5 products with the highest average review rating?
select item_purchased, round(avg(review_rating::numeric),2) as "Average Product Rating"
from customer
group by item_purchased
order by avg(review_rating) desc
limit 5
```

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	item_purchased text	Average Product Rating numeric
1	Gloves	3.86
2	Sandals	3.84
3	Boots	3.82
4	Hat	3.80
5	Skirt	3.78

```sql
--Q4. Compare the average Purchase Amounts between Standard and Express Shipping.
select shipping_type,
ROUND(AVG(purchase_amount),2)
from customer
where shipping_type in ('Standard','Express')
group by shipping_type;
```

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	shipping_type text	round numeric
1	Standard	58.46
2	Express	60.48

```sql
--Q5. Do subscribed customers spend more? Compare average spend and total revenue
--between subscribers and non-subscribers.
SELECT subscription_status,
       COUNT(customer_id) AS total_customers,
       ROUND(AVG(purchase_amount),2) AS avg_spend,
       ROUND(SUM(purchase_amount),2) AS total_revenue
FROM customer
GROUP BY subscription_status
ORDER BY total_revenue,avg_spend DESC;
```

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	subscription_status text	total_customers bigint	avg_spend numeric	total_revenue numeric
1	Yes	1053	59.49	62645.00
2	No	2847	59.87	170436.00

```sql
--Q6. Which 5 products have the highest percentage of purchases with discounts applied?
SELECT item_purchased,
       ROUND(100.0 * SUM(CASE WHEN discount_applied = 'Yes' THEN 1 ELSE 0 END)/COUNT(*),2) AS discount_rat
FROM customer
GROUP BY item_purchased
ORDER BY discount_rate DESC
```

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	item_purchased text	discount_rate numeric
1	Hat	50.00
2	Sneakers	49.66
3	Coat	49.07
4	Sweater	48.17
5	Pants	47.37

```sql
--Q7. Segment customers into New, Returning, and Loyal based on their total
-- number of previous purchases, and show the count of each segment.
with customer_type as (
SELECT customer_id, previous_purchases,
CASE
    WHEN previous_purchases = 1 THEN 'New'
    WHEN previous_purchases BETWEEN 2 AND 10 THEN 'Returning'
    ELSE 'Loyal'
    END AS customer_segment
FROM customer)

select customer_segment,count(*) AS "Number of Customers"
from customer_type
```

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	customer_segment text	Number of Customers bigint
1	Loyal	3116
2	New	83
3	Returning	701

```sql
--Q8. What are the top 3 most purchased products within each category?
WITH item_counts AS (
    SELECT category,
           item_purchased,
           COUNT(customer_id) AS total_orders,
           ROW_NUMBER() OVER (PARTITION BY category ORDER BY COUNT(customer_id) DESC) AS item_rank
    FROM customer
    GROUP BY category, item_purchased
)
SELECT item_rank,category, item_purchased, total_orders
FROM item_counts
WHERE item_rank <=3;
```

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	item_rank bigint	category text	item_purchased text	total_orders bigint
1	1	Accessori...	Jewelry	171
2	2	Accessori...	Sunglasses	161
3	3	Accessori...	Belt	161
4	1	Clothing	Blouse	171
5	2	Clothing	Pants	171
6	3	Clothing	Shirt	169
7	1	Footwear	Sandals	160
8	2	Footwear	Shoes	150
9	3	Footwear	Sneakers	145

```sql
--Q9. Are customers who are repeat buyers (more than 5 previous purchases) also likely to subscribe?
SELECT subscription_status,
       COUNT(customer_id) AS repeat_buyers
FROM customer
WHERE previous_purchases > 5
GROUP BY subscription_status;
```

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	subscription_status text	repeat_buyers bigint
1	No	2518
2	Yes	958

```sql
--Q10. What is the revenue contribution of each age group?
SELECT
    age_group,
    SUM(purchase_amount) AS total_revenue
FROM customer
GROUP BY age_group
ORDER BY total_revenue desc;
```

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	age_group text	total_revenue numeric
1	Young Adult	62143
2	Middle-aged	59197
3	Adult	55978
4	Senior	55763